# Definition

## Project Overview

A key component to any strategic marketing, branding or business growth is market segmentation.

어떤 데이터 인지 설명

## Problem Statement

* Customer segmentation
* Customer churn prediction
* Customer lifetime value forecasting

## Metrics

Clustering 후에 실루엣 coefficient?

# Analysis

## Data Exploration

Zero data 에 관한 설명

Histogram for price or item?

Explain abnormalities in data

## Exploratory Visualization

## Algorithms and Techniques

PCA, Feature scaling

## Benchmark

# Methodology

## Data Preprocessing

## Implementation

## Refinement

# Results

## Model Evaluation and Validation

Split data 80/20 (at beginning) and train model with 80% and test model with the rest

## Justification

Use F-score?

# Conclusion

## Free-Form Visualization

## Reflection

## Improvement